

IN THE CLAIMS

Please amend the claims as follows:

1-35. (Canceled)

36. (New) A system comprising:

a network-based transaction facility including a plurality of front-end servers coupled to at least one network and to at least one back-end server, the plurality of front-end servers facilitating communications between the network-based transaction facility and at least one client machine coupled to the network;

the network-based transaction facility operable to receive a request from a client machine to view items that are offered for sale on the network-based transaction facility and to communicate the request through the plurality of front-end servers to the at least one back-end server; and

the at least one back-end server operable to search a database maintained by the network-based transaction facility, and to generate a commingled list of items offered for sale based on the request and on data stored within the database, and to communicate the commingled list through the plurality of front-end servers and over the network to the client machine,

wherein the commingled list includes items being offered for sale by any combination of an auction-type price setting process and a fixed price setting process.

37. (New) The system of claim 36, wherein the plurality of front-end servers includes:
- a page server operable to deliver web pages;
 - a picture server operable to dynamically deliver images to be displayed within web pages;
 - a listing server operable to facilitate category-based browsing of one or more items being offered for sale on the network-based transaction facility; and
 - a search server operable to receive search requests and facilitate keyword-based browsing of the one or more items being offered for sale on the network-based transaction facility.
38. (New) The system of claim 36, wherein the at least one back-end server includes a search index server coupled to a search index server database.
39. (New) The system of claim 36, wherein the at least one back-end server includes a credit card database server coupled to a credit card server database.
40. (New) The system of claim 36, wherein the database includes a database engine server coupled to at least one engine server database including a user table, the user table containing a respective record for each of a plurality of users of the network-based transaction facility.
41. (New) The system of claim 40, wherein each of the plurality of users is a seller, a buyer, or both a seller and a buyer within the network-based transaction facility.
42. (New) The system of claim 40, wherein the engine server database includes an item table that is linked to the user table and that includes a sellers items table and a bidder items table, wherein each link between the item table and the user table indicates whether a user listed in the user table is a seller or a buyer with respect to one or more items for which records are included within the items table.

43. (New) The system of claim 42, wherein the item table includes a number of fields for each of a plurality of records that describe an item offered for sale via the network-based transaction facility.

44. (New) The system of claim 43, wherein at least one of the number of fields includes a sale type field operable to record the type of item that indicates a price-setting process by which a price for the item relevant to the record associated with the item being offered for sale is established.

45. (New) The system of claim 36, wherein the plurality of front-end servers act in combination as a display engine to facilitate the display at the at least one client machine of the commingled list of items generated by the network-based transaction facility.

46. (New) A method to facilitate a transaction by a network-based transaction facility, the method comprising:

- storing in a database maintained by the network-based transaction facility a listing of a plurality of items being offered for sale by a seller in a virtual store of the seller;

- accepting a search criteria, from a buyer, to retrieve a specific item offered for sale by the seller and that meets the search criteria;

- searching the database to determine if any items being offered for sale by the seller meet the search criteria, wherein the items offered for sale are associated with a plurality of transaction types including one of an auction price-setting process and a fixed price-setting process;

- generating a commingled list of located items offered for sale by the seller that meet the search criteria; and

- communicating the generated commingled list to the buyer.

47. (New) The method of claim 46, further including:
accepting a search request from the buyer to view only those items in the commingled list that are an auction items;
generating an auction items list of items from the commingled list, the auction items list including only auction items; and
displaying the auctions items list of items to the buyer.
48. (New) The method of claim 46, wherein the plurality of transaction types include items for sale using a hybrid auction/fixed price-setting.
49. (New) The method of claim 46, further including:
accepting a search request from the buyer to view only those items from the commingled list that include a fixed price purchase option;
generate a fixed price list of items from the commingled list, the fixed price list including items that have a fixed price purchase option; and
display the fixed price list of items to the buyer.
50. (New) The method of claim 46, further including:
accepting a request from the buyer to sort the commingled list by a specific criteria, wherein the specific criteria includes one of a price, a specific transaction type, and an end time;
generating a sorted list, the sorted list sorted based on the specific criteria; and
communicating the sorted list to the buyer.
51. (New) The method of claim 46, further including
storing in the database a stores portion including a listing of stores available for buyer selection;
providing an interface which allow the buyer to indicate a selection from the listing of stores; and
receiving from the buyer a selection including an indication of a selection from the listing of stores.

52. (New) The method of claim 51, wherein the selection includes a selection from a listing of stores provided according to a category; and

providing an interface displaying a list of seller's virtual stores based on the selected category.

53. (New) The method of claim 52, further including:

receiving from the buyer a selection indicating a chooses one of seller's virtual stores from the listing of stores.

54. (New) The method of claim 53 wherein after receiving a selection indicating the chosen one of the seller's virtual stores, performing a look-up operation on an items table within the database to obtain a title and details including a transaction type associated with each of one or more items available in the chosen one of the seller's virtual stores.

55. (New) A computer readable medium storing a sequence of instructions that, when executed by a machine, cause the machine to perform a method comprising:

storing in a database maintained by the network-based transaction facility a listing of a plurality of items being offered for sale by a seller in a virtual store of the seller;

accepting a search criteria, from a buyer, to retrieve a specific item offered for sale by the seller and that meets the search criteria;

searching the database to determine if any items being offered for sale by the seller meet the search criteria, wherein the items offered for sale are associated with a plurality of transaction types including one of an auction price-setting process and a fixed price-setting process;

generating a commingled list of located items offered for sale by the seller that meet the search criteria; and

communicating the generated commingled list to the buyer.